



Module 16 : Recent Beauty Trends

- About recent beauty trends
- Lip trends
- Eye trends
- Hair trends

What you will learn:

- About recent beauty trends
- Lip trends
- Eye trends
- Hair trends
- Skin trends

16.1 Introduction

 **Beauty trends are constantly changing.** What is a top choice this year may not be the leading choice next year. All women are looking for ways to reduce the signs of aging, they want to feel younger, more beautiful and they want their confidence to soar. This means that they put themselves through a host of different beauty routines daily to ensure that they continue looking great. In your line of business it is imperative that you know what the current beauty trends are and what your clients may be trying out.

You can use this information to provide advice and make recommendations to your client. It can also help you ensure you choose the right products based on what they want to achieve and their lifestyle

beliefs. A good example is having a client that focuses on living organically; using makeup that contain harmful chemicals is not going to be the best option, so you will want to stick to natural and organic products to provide your client with the peace of mind they need when using your services. At the same time the trends in makeup are also changing. This changes based on current fashion trends and seasons. In this module we look at some beauty trends from the last 5 -10 years, including the current looks for lips, skin, hair and eyes.

16.2 Lip Color Trends

✖ **Every season and every year new makeup trends surface.** Women rush out to buy a new lip color that is trendy, though it is important when taking advantage of the latest trends to give you inspiration, that you ensure you choose a lip color that complements your client's skin tone and lip structure, reducing the risk of their lips looking too narrow, too plump or aging them significantly due to the wrong color options. Reds remain a leading beauty trend, with different shades being worn at all types of events. On the catwalk we have seen reds really shine through. The benefit to you is that red can be worn by all skin tones, making it a universal color that you should always have in your makeup kit. Statement lips are a top choice right now. This trend is ideal for those with fuller lips. Bold colors such as purple and orange are proving as popular as reds.

16.3 Eye Trends

✖ **As with the lips, trends are constantly changing in terms of the eye makeup that you use.** Current trends include bright blues and greens. The bright blues are exceptionally popular when creating a smoky eye look, take the brightest blue you can find in dark or lighter shades to really make an impact.

False lashes are not going out of style any time soon and are still one of the leading beauty trends to create beautiful eyes that make a statement.

False lashes should be added based on the eye shape and the event. Natural lashes are ideal for daytime use while the full lashes are darker and ideal for making a statement at a night time event. Monochromatic styles have become increasingly popular. Various colors are being used - taupe or purple for example - but what is key is that the same color family is used for eyes, lips and blush. Tinted eyeliners have been around for a while but are becoming more prominent. It is all about making bold statements using bright colors. Glitter in eye shadow is another beauty trend that is here to stay right now. Don't go overboard when applying the glitter and refrain from using it on older clients over thirty five. When applying to younger clients do so in moderation.

16.4 Skin Care Trends

✖ **Bronzed skin is a leading beauty trend right now.** It doesn't require spending hours in the damaging sun or on a harmful sun bed. Using bronzed foundations and toners can add that kiss of color with ease, making your client look healthier.

Nudes are a top choice when it comes to beauty trends right now.

Using a good foundation and concealer to hide blemishes and imperfections and with careful

makeup use, the more natural your client looks, the better. Using organic products is a must in the beauty industry. Organic products are made from natural ingredients, you should be able to give your client a full list of the ingredients you use in all your products. More people are focusing on organic in their daily lives from the food that they eat, the shampoo they use to wash their hair, to the makeup that they apply to their face.

16.5 Hair Trends

✖ **When it comes to beauty trends, you will find that the trends for hair is another that is constantly changing.** Right now the blunt bob look is in. This versatile look can suit many face shapes, and represents a move away from layered styles. Pastel shades remain popular, with many people opting to dye their hair lilac or pink. There also appears to be a trend for older women to embrace their age and to emphasize their natural gray hair color instead of concealing it.

16.6 Organic Products

✖ **The use of organic products is growing in demand and is a leading beauty trend.** For many, knowing what is in their products and ensuring that they don't contain any harmful chemicals which could be absorbed into the body, is essential. People are changing the way they eat, ensuring that their food is organic, only eating free range and then only using organic beauty products. One product that is a must is coconut oil. This isn't a runny oil that you find when buying olive or cooking oils, it is a thicker oil that comes scented or unscented, it is an effective and natural makeup remover and can also be used on the hair as a nourishing mask to provide strong, healthy and shiny hair.

We are also seeing an increasing number of retailers offering hair, face and body products in bar form, rather than in plastic bottles. This is in response to concerns over the environmental impact of single-use plastics. It will be interesting to see how this trend develops over the coming years.

16.7 Waxing

✖ **Facial waxing is a top beauty trend which has been leading the industry for years.** Wax can be used on numerous areas on the face to remove unwanted and unwelcome hair, including the chin, upper lip and eyebrows. For women, hair on the upper lip can lower self-confidence, making them feel older and less feminine. The benefit with waxing is that it can last weeks, if not a month or more, making it the ideal choice for women to remove unwanted facial hair quickly and effectively.

16.8 Anti-aging Products and Solutions

✖ **Using anti-aging products daily is a growing market and women are using a host of different products and solutions to help them achieve results.** Night-time creams and day creams that include anti-aging properties aren't enough for some people anymore. One of the most

current trends includes botox, which is a neurotoxin injection. The other is lovera. Lovera sounds harsh, but in fact it is pain free. The process takes around fifteen minutes to complete using liquid nitrous oxide. This freezes the nerves in the face temporarily to reduce the fine lines and wrinkles caused by aging. It is important to point out to your clients that whatever anti-aging product or service they choose, that signs of ageing cannot be removed permanently - they can only be reduced or hidden once makeup is applied. It is a natural part of the aging process, but reducing them can help boost confidence considerably.

16.9 Fat Freezing

✖ **Fat freezing is another of the current beauty trends that you may not know about.** Just when you thought you had heard it all, you hear about the ability to freeze fat. In fact, the process doesn't really follow its name. Fat freezing is actually called cryolipolysis and involves applying a plate device over the fat and rapidly cooling it. They then use high pressured acoustic waves to tighten and smooth the skin, providing a more youthful appearance in the long run.

16.10 Vampire Facials

✖ **While you know there is no such thing as vampires, you have to wonder how this facial got its name.** It's simple really, vampire facials use blood, which is drawn from the client and then added with platelet-rich plasma mixed with cosmetic fillers. This is then injected directly into the face.

Platelet-rich plasma (PRP) therapy has been used for some time, especially with professional athletes, but not for facials. It has been used to speed up the recovery process after injury.

16.11 Radial Wave Therapy

✖ **Radial wave therapy is also sometimes referred to as body sculpting.** It is an effective way to reduce cellulite. This therapy is completed using a handheld device on the thighs, hips and buttocks. It increases blood flow to the area, thereby improving skin elasticity and reducing the signs of cellulite.

16.12 Snake Therapy

✖ **If you fear snakes, then this is definitely not a current beauty trend you want to participate in.** This involves climbing into a bath of snakes - yes, snakes! Pythons are the most commonly used snakes in this process, where you will receive a relaxing and natural all over body massage. Definitely not for the faint-hearted.

16.13 Spray Tans

✖ **As a current beauty trend, having a golden skin tone makes you look healthier and makes you feel better about yourself.** Millions of women take themselves to the salon weekly to put themselves through dangerous sun exposure through sun beds. What these women may not realize is that their risk of skin cancer is increased by making use of these sun tan options. Spray tans are safer and can be completed within a short period of time. Basically, you walk into the salon, choose the darkness of your tan and walk out sun kissed and tanned.

16.14 Microdermabrasion

✖ **While this beauty trend may sound dangerous and even painful, the truth is that it is a completely painless experience which exfoliates the skin effectively.** Microdermabrasion is effective in removing dead skin cells and exfoliating the skin, allowing the new and fresh skin cells to come to the surface, giving the skin a cleaner, healthier and smoother finish.

16.15 Seaweed Wraps

✖ **Seaweed wraps are a top beauty trend due to their organic natures.** These help eliminate toxins from the body while helping reduce weight. Clients are wrapped in seaweed from head to foot, including the face. The seaweed then draws out any toxins in the body, leaving the client feeling clean, both inside and out.

16.16 Lip Fillers

✖ **In 2014, soft tissue fillers were up three percent from 2013 to 2.3 million procedures.** What many people don't realize is that the appearance of large lips can be accomplished with some corrective makeup. Remember that juicy lips send the message of sensuality and this is why people want larger lips.

16.17 Fine Line Fix

✖ **6.7 million procedures were done in 2014 for the Type A Botulinum Toxin.** This is a procedure where the Botox is injected into the fine lines to make them disappear by blocking the signals to the nerves that contract the skin. Also in 2014, 1.2 million choose a different route with a chemical peel to erase those fine lines and wrinkles by killing multiple layers of skin at one time with chemicals and then peeling the old skin away exposing new skin underneath. Plus, almost 900 thousand used microdermabrasion where tiny scrubbers wear away at the outer skin. Some of these procedures can be painful. Since ancient times, people have been looking for ways to look younger and healthier. Smooth skin is the best way to achieve that. Whether it is Botox injections or chemical

peels, the goal is to remove the wrinkles, so that the skin is smoother and tighter. A good primer and concealer can eliminate this need. And if you put a moisturizer on first, with some UVA and UVB protection, you can save your client from any need for future procedures.

16.18 Hairy Situations

✖ **1.1 million laser hair procedures were done in 2014.** It is apparent that people are tired of dealing with that unwanted hair. One of the major hair issues that people have are the brows. When the brows get unruly, it makes a big difference. Brow shaping can help out and so can some really good eye makeup. These procedures didn't stop there. There were breast augmentations, nose reshaping, liposuctions, eyelid surgery, and facelifts as well. However, the skilled use of makeup can often make these procedures unnecessary. For example, nose reshaping can be handled with some corrective makeup. And in this course you have learned many other tricks, such as ways of dealing with sagging facial skin and ways to make the eyes stand out. If you are able to use makeup correctly, you can create looks that will start to halt these growing cosmetic procedures numbers. Less people will have to go under the knife or use chemicals to permanently change their appearance, because all they will need is a few minutes of your time. Providing makeup services is more than just running an effective business. You need to be updated on the latest beauty trends so you know what your clients may be considering or already using. You can use this knowledge to help educate your clients, provide alternative options and help them reduce their exposure to dangerous treatments and surgeries, which could have negative implications in the long run. When it comes to facial therapies and treatments, such as painful anti-aging processes, you can relieve their pain by offering them alternatives, such as makeup which, when applied correctly, can eliminate the signs of aging, make their skin look smoother and boost their confidence moving forward.

Module summary

In this module, you learned about the newest beauty trends and how there has been a rise in plastic surgeries in recent years. You also got an idea how the makeup industry and your services can put a halt to the growing amount of surgeries completed. This module gave you insight into the most common beauty trends right now, along with information on lips, eyes, hair and skin trends you can incorporate into your daily business. It is recommended that you make some time every month to research any new trends which are emerging.

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